

TO: Members of the Press

August 28, 2017
Japan Institute of Design Promotion

2017 Good Design Award winners exhibition opens in October. Enjoy the latest good designs at three events.

The Japan Institute of Design Promotion is planning to hold three events to introduce the latest winners of the 2017 Good Design Award, which the institute organizes, starting Oct. 4, the day that the winners will be announced. Good Design Awards cover a wide range of common things, such as products, architecture, software, and projects (efforts). Designs in a broad range of genres and of various types, therefore, are presented with the award, and through these planned events, the institute will extensively introduce the appealing aspects of the various designs from numerous perspectives.



GOOD DESIGN EXHIBITION 2017
poster (Designer Norio Nakamura)

Planned Events

GOOD DESIGN EXHIBITION 2017

- ▶ This is the main event at which all the latest winners of the Good Design Award are exhibited.

Dates: Nov. 1 (Wed)–5 (Sun)

Venue: Tokyo Midtown (Roppongi)

Everyone's Choice Good Design Grand Award

- ▶ Take part in the selection of the 2017 representative design.

Dates: Oct. 4 (Wed)–28 (Sat)

Venue: GOOD DESIGN Marunouchi (Marunouchi)

My Choice 2017

- ▶ Collection of the favorite designs of the 83 members of the judging committee

Dates: Oct. 4 (Wed)–27 (Fri)

Venue: Tokyo Midtown Design Hub (Roppongi)

A summary of each event is provided on the following pages.

Winners of 2017 Good Design Awards are expected to be announced as given below. Details on the announcement event for the media will be provided later.

- Oct. 4 (Wed) Good Design Award, Good Design Best 100, Good Design Grand Award candidates, Good Design Long Life Design Award
- Nov. 1 (Wed) Good Design Grand Award, Good Design Gold Award, and Good Design Special Award

Details of the 2017 Good Design Award winners exhibition are always available at the Good Design Award website (www.g-mark.org)

GOOD DESIGN EXHIBITION 2017

Main event to see, touch, and experience the latest Good Design Award winners

At the GOOD DESIGN EXHIBITION 2017, the main event that opens November 1, all winners of Good Design Awards and the Long Life Design Award, which is given to designs beloved for many years, will be exhibited. This is the main Good Design Award winners exhibition, where visitors can see, touch, and experience the latest Good Design Award winners, and the event includes public presentations by designers of the Good Design Best 100, the 100 top items; talks by judges; a special exhibition by the company that wins the largest number of Good Design Awards, and a limited-time store where winning items can be purchased.

Dates: Nov. 1 (Wed)–5 (Sun), 11:00 a.m.–8:00 p.m. (6:00 p.m. on the last day)

Venue: Tokyo Midtown (9-7-1 Akasaka, Minato-ku, Tokyo)

Entrance fee: 1,000 yen (tax included, valid for 5 days) (Certain areas of the venue are accessible free of charge, and the event is free for college students and younger people.)

Organizer: Japan Institute of Design Promotion

Sponsor: Ministry of Economy, Trade and Industry; Small and Medium Enterprise Agency; Tokyo Metropolitan Government; Japan Chamber of Commerce and Industry; Japan External Trade Organization (JETRO); ASEAN-JAPAN Center, Nihon Keizai Shimbun Inc.; Yomiuri Shimbun; NHK (expected)

Special support: Tokyo Midtown

Planning and production: Asatsu-DK Inc.; Creative Direction: Junichi Tanaka (POPS)

Venue design: TORAFU ARCHITECTS Inc.

Graphic design: Norio Nakamura

Equipment support: Ishinomaki Laboratory

Last year's venue



GOOD DESIGN EXHIBITION 2017 Main Events (plan)

- 2017 Good Design Award winners exhibition

All winners of the latest award, which are expected to be announced October 4, will be introduced.

* Large items, etc., will be shown using display panels.

- Good Design Best 100 special exhibition and designer presentations

Of the various winners, 100 outstanding items will be exhibited under a single roof. There will also be public presentations by the lead designer of each of the 100 items during the event.

- Good Design Long Life Design Award winners exhibition

The latest winners of the Good Design Long Life Design Award, which are awarded to designs that have continued to win support from people over the years, will be exhibited.

- Superior Company exhibition

The company that wins the largest number of Good Design Awards this year will exhibit their items in a special booth. This allows the company to communicate its corporate message through design.

- GOOD DESIGN STORE TOKYO by NOHARA pop-up shop

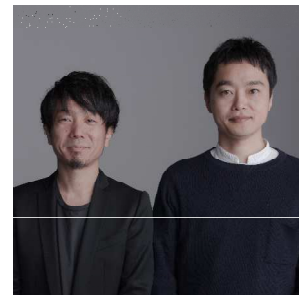
The popular GOOD DESIGN STORE TOKYO by NOHARA, the only store in Japan to handle only Good Design Award winners, will open a limited-time store at the venue, making it possible for visitors to quickly purchase winning items.

- Designer talks at specially installed stage, workshops, etc.

Venue design

TORAFU ARCHITECTS Inc.

TORAFU ARCHITECTS was founded by Koichi Suzuno (on the right) and Shinya Kamuro (on the left) in 2004. The company undertakes a wide range of activities, including architectural design, interiors, exhibition venue composition, product design, space installation, and movie production, from an architectural perspective. Their main products include “TEMPLATE IN CLASKA,” “NIKE 1LOVE,” “HOUSE IN KOHOKU,” “airvase,” “Gulliver Table,” and “Big T.” The “Light Loom” (Canon Milano Salone 2011) was awarded the Grand Prize of the Elita Design Award for outstanding display during an exhibition. In 2015, “airvase” became part of the permanent collection of the Montreal Museum of Fine Arts. The book “*TORAFU ARCHITECTS Inside Out*” was published in 2016 by TOTO Publishing.



Graphic Design

Norio Nakamura

Graphic Designer, Art Director

After graduating from Nihon University College of Art and working at Sony Music Entertainment, Norio Nakamura went independent. His recent works include “Measuring” at 21_21 DESIGN SIGHT and the Ginza Maison Hermes window display. In 2017, he held the “Norio Nakamura Exhibition” (G8). He is the author of various books—the picture book “*Dottoko Zoo*,” “*A Scientist and His Amazing Pool*,” “*Flying Round the House*” (all of these were published by Fukuinkan Shoten Publishers, Inc.), “*Maywa Denki No Kokoku Desain*” (co-authored with Nobumichi Tosa, published by NTT Publishing Co., Ltd.), “*Katte Ni Kokoku*” (co-authored with Masahiko Sato, published by MAGAZINE HOUSE Co., Ltd.). He was won numerous awards, including New York ADC Award Silver Prize, Japan Media Arts Festival Excellence Award, Tokyo ADC Award, Tokyo TDC Award, and the 2014 Bologna Children's Book Fair Award for “*Dottoko Zoo*.”



Everyone's Choice 2017 Good Design Grand Award

You, too, can vote for the Grand Award this year! Visitors' votes accepted.

This year's Good Design Grand Award candidates, which will be announced October 4, will be on display. The Good Design Grand Award is the top award and presented to one of the Good Design Award winners each year. It is considered the design that represents the times and will be passed on to future generations as a representative design.

At the planned exhibition, visitors can vote for the candidate product they like, and everyone is able to participate in selecting this year's winner of Good Design Grand Award.

A single design is selected for the award taking into consideration the total votes received from not only the Good Design Award judges and Good Design Award winners but also visitors. The winner will be announced November 1.



Last year's venue

Dates: Oct. 4 (Wed)–28 (Sat), 11:00 a.m.–8:00 p.m. (open every day)

Venue: GOOD DESIGN Marunouchi (Shin Kokusai Building (1F), 3-4-1 Marunouchi, Chiyoda-ku, Tokyo)

Entrance fee: free

Organizer: Japan Institute of Design Promotion

My Choice 2017

Favorite winning designs selected by Good Design Award judges

Each of the 83 judges conducting the screening for this year's Good Design Award will select and introduce one design that they particularly like or find interesting. Designs selected taking into consideration the individual perspective of judges actively working on the frontline of various fields, such as designers, architects, researchers, and journalists, are probably deeply individualistic and communicate a surprise and sense of discovery of "I see" and "that person did this design?"

Exhibition judges: Kazufumi Nagai (Good Design Judging Committee Chair), Fumie Shibata (Vice-chair), etc.

Dates: Oct. 4 (Wed)–27 (Fri), 11:00 a.m.–7:00 p.m. (open every day)

Venue: Tokyo Midtown Design Hub (Midtown Tower (5F), 9-7-1 Akasaka, Minato-ku, Tokyo)

Entrance fee: free

Organizer: Tokyo Midtown Design Hub

Venue design: Hiromura Design Office



Last year's venue